



News Release

DRIVE FOR CLEAN AIR TAKES HIGH-TECH TURN WITH “ZONEOUT” ONLINE VIDEO GAME TARGETING YOUNGER DRIVERS

*Locally-Developed Online Game Designed to Reach Young People Who Can
Change Driving Habits to Improve Indianapolis Air Quality*

Indianapolis, IN – July 1, 2009 – Two of the biggest contributors to poor air quality in Indianapolis are the number of miles driven by vehicles and the time spent idling in those cars and trucks. Reaching drivers of all ages with key air quality information is the goal of a new online effort being launched today that uses some unconventional methods to build awareness about clean air.

Visitors to the City of Indianapolis air quality web site (www.knozone.com) will now find an online video game called Zoneout that offers a fun way to learn about air quality. A new downloadable desktop “widget” is also available to constantly keep watch on local conditions from the convenience of a computer desktop. And a floating balloon on the main page of the Knozone web site instantly gives visitors a reading on current conditions.

A joint campaign of three Indianapolis area creative agencies -- MILES DESIGN, THE BASEMENT DESIGN+MOTION, and FAT ATOM INTERNET MARKETING -- the fresh web site, game and widget are the latest efforts to keep web savvy citizens informed about local air quality and how individual efforts can make a difference.

“The Knozone.com web site is now filled with information about the Air Quality Index, tips for simple things you can do to improve the quality of the air we breathe, links to Knozone communities on Facebook and Twitter, and even an easy way to get air quality updates on your mobile phone. We’re offering a comprehensive, interactive web site experience – especially with the addition of a game that relates to air quality,” said Josh Miles, Principal at Miles

Design, whose branding firm was awarded the account in 2008 based on their team-focused, web-centric marketing strategy.

Video games may be the ideal way to reach young people, since 97% of teens surveyed by the Pew Internet & American Life Project report that they play computer, web, portable, or console games. Nearly three-quarters of young people say they play games on desktop or laptop computers, and gaming is typically a social experience enjoyed by more than one person at a time. With those facts in mind, developers at THE BASEMENT created Zoneout to add an element of fun and “stickiness” to the web site messages.

“We developed Zoneout to increase interactivity with the Knozone.com web site, which is already a great source of information. With creative graphics -- including a hot-air balloon that indicates air quality status with a glimpse -- we’re engaging users to learn even more about what causes poor air quality. Zoneout is a fast-paced game that challenges players to fill a grid with color bars representing the various air quality conditions. It’s a game for people who enjoy things that move fast,” said Jacob Leffler, President of The Basement, a digital design studio that specializes in concept, design, and production of high-end contemporary web sites, Flash games, motion graphic production for the web and broadcast, and 2D and 3D computer-generated animation.

Fat Atom’s contribution to the Knozone project was web programming of a custom Flash Content Management System for the web site and design/development of a “widget.” The Knozone widget (or gadget, as small custom applications are sometimes called) provides users with up-to-date Air Quality Information directly on the computer desktop as well as a forecast for the next day. “The City wanted to quickly and easily provide citizens of Central Indiana with air quality measurements for Indianapolis, and the widget that Fat Atom created does just that,” said Todd Muffley, co-owner of Fat Atom.

Reaching out to a younger audience is important, since the aim of the Knozone program is to reduce – and not just postpone – emissions.

“Over the past several years, the main messages of the Knozone effort have been focused on encouraging people to mow their lawns or fill their gas tanks after 6:00PM. That doesn’t do anything to reduce emissions, it merely delays them,” said Mayor Ballard. “This year, we’re asking people to pay attention to the little things they’re doing every day that can add up quickly – like reducing the amount of time spent idling in the car. If we all make small changes in our daily lives, we have the opportunity to make a big impact when it comes to improving our air quality.”

The City of Indianapolis is also encouraging local businesses to promote clean air by taking an active role in the program – alerting employees about the daily Air Quality Index, posting no-idling signs, and other recommendations.

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About Miles Design: Miles Design is an award-winning design firm specializing in brand development and web design for high-end professional services firms. Miles Design helps clients achieve niche positioning through Bold Brand™—a multi-step process that uncovers the most compelling elements of an organization, and leverages them for the greatest possible impact. For more information, Google "Indianapolis Design Firms."

About The Basement Design+Motion: Headquartered in Indianapolis, The Basement Design+Motion, LLC is a digital design, motion graphic and content production company. The Basement specializes in concept, design, and production of high-end contemporary web sites, Flash games, motion graphic production for the web and broadcast, and 2D and 3D computer-generated animation. www.thebasement.tv

About Fat Atom Marketing: Specializing in providing businesses a way to measure and quantify results of their marketing efforts, the team at Fat Atom designs, develops, and executes marketing strategies centered around a client's website. Fat Atom services are designed for mid- to large-sized companies looking for quantifiable results with an outsourced Internet marketing team. www.fatatom.com

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